ARTICLE

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The Influence of Perception of Halal Labels and Brand Image on Cosmetic Purchasing Decisions Among Millennials

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Abstract: The cosmetics industry consistently requires up-to-date research to develop effective marketing strategies that attract consumers and build their trust. This research aims to analyze how Millennials perceive halal labels and brand image in relation to their purchasing decisions for cosmetics. The study utilized an associative research method with a quantitative approach, employing purposive sampling and a questionnaire as its instrument. Data was processed using structural equation modeling-partial least squares (SEM-PLS) analysis. The findings indicate a strong positive correlation between the perception of halal labels and Millennials' purchasing decisions for cosmetics, as halal certification is a crucial factor for this demographic. Additionally, the study found that a positive brand image also significantly influences purchasing decisions, as consumers prefer products that are recognized for their quality, safety, and popularity. The practical implications for the cosmetics industry are evident: understanding the factors that drive purchasing decisions can help companies make the best strategic choices. It is recommended that companies consistently maintain halal certification on their products and focus on building a strong brand image, as both factors play a critical role in influencing consumer decisions.
Keywords: brand image, cosmetics, halal labels, purchasing decisions, SEM-PLS

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1. Introduction

The progression of time and technology has made cosmetics essential for humans in maintaining and enhancing beauty. This is reflected in the promising growth of cosmetic use in Indonesia. According to data from the Kemenperin (2018), the national cosmetics industry's growth increased from 6.35% in 2017 to 7.36% in the first quarter of 2018. DataIndonesia.id (2022) also reported that, in 2022, cosmetic product purchases ranked second among nine other product categories, contributing 17.1%. Additionally, according to Presidential Regulation No. 14 of 2015 on the National Industrial Development Master Plan (RIPIN) for 2015-2035, Indonesia has prioritized the cosmetics industry as a critical industry, signaling a bright future for the market.

The growth in the cosmetics industry has led to increasingly fierce competition. This competition necessitates companies to design and implement effective marketing strategies that attract consumer interest and enable them to compete in the market. Understanding consumer behavior when making purchasing decisions for cosmetic products is a key aspect of these strategies. According to Amalia and Rozza (2022), purchasing decisions refer to how consumers select, buy and use goods or services to meet their needs. Zusrony (2021) states that several factors, including cultural characteristics, social environment, personal factors and psychological factors, significantly influence consumer purchasing decisions. By understanding and leveraging these factors, companies can design strategies that resonate with their target consumers.

One crucial factor influencing purchasing decisions is the psychological factor of perception. According to Kotler and Keller (2010), perception refers to the process by which consumers select, organize and interpret the information they receive to form an understanding of the world around them. The information in question is defined as anything that enters and creates a sensation for an individual. Perception can vary among individuals, even in similar situations, due to differences in their environment and conditions. In marketing, perception is more important than reality because consumer perception influences behavior. Furthermore, an individual's actions and views are largely shaped by their perception of a situation or decision-making process.

Given that Indonesia is predominantly Muslim, with 86.7% of the population adhering to Islam (Sadya, 2022), the need for halal assurance, indicated by a halal label on cosmetic products, is crucial. The importance of the halal label is evident from moral and business perspectives. Morally, the halal label represents the producer's responsibility toward consumers. From a business perspective, the halal label is a marketing tool that enhances consumer trust and satisfaction (Chairunnisyah, 2017). The State of the Global Islamic Economy Report 2022 states that Muslim spending on cosmetics was estimated at US$70 billion in 2021 and is projected to reach US$93 billion by 2025. It is due to the role of the halal label in increasing consumer trust and satisfaction, leading consumers, especially Muslims, to prefer halal-labeled products, which influences their purchasing decisions for cosmetics. This unique aspect of the cosmetics industry in Indonesia is crucial for companies to understand and leverage in their marketing strategies.

In addition to the halal label, brand image is another factor consumer consider when selecting cosmetic products. According to research by Fitriani and Sharif (2018), a descriptive analysis of the brand image variable showed an average score of approximately 79.53%. It indicates that consumers tend to perceive the brand image of their chosen cosmetic products as having a good reputation. Mahanani (2018) states that brand image refers to consumer perceptions and beliefs reflected in the associations related to the brand stored in their memory. A good brand image impacts consumer perception, where consumers develop a positive impression. It can drive consumers to purchase or own the product. A positive brand image also enables a product to maintain a strategic position in the market, survive in the long term and compete with other products (Ambarwati & Nasution, 2015).

Previous studies from Soeroto et al. (2023) indicate that consumers consider the presence of a halal label on cosmetic products before purchasing them. Research by Lamasi and Santoso (2022) found that brand image significantly influences purchasing decisions for Wardah cosmetics. Genoveva and Utami (2020), in their study, report that brand image and halal labels positively affect cosmetic purchasing decisions. Additionally, a study by Maulina et al. (2022) found that both variables, halal logo and brand image, positively impact purchasing decisions for health supplement products. Based on previous studies, the halal label and brand image can attract consumers to purchase cosmetic products, given the increasing trend in cosmetic use in Indonesia.

This study focuses on the Millennial generation, born between 1981 and 1996, constituting Indonesia's second-largest population group, accounting for 25.87% (Central Bureau of Statistics, 2021). Currently, they are between 28 and 43 years old. Awareness of the importance of facial and body

skincare makes cosmetics a necessity for Millennials. According to Mufrodah and Adinugraha (2021), fulfilling cosmetic needs for skincare represents an economic and behavioral change among Millennials. Data released by Kredivo (2023) on e-commerce consumer behavior in Indonesia shows that Millennial consumption in the health and beauty category ranks third, with 13.8% (ages 26 to 35) and 13.2% (ages 36 to 45). This data is supported by the characteristics of the Millennial generation, as stated by Khalek and Ismail (2015), which include high consumption orientation, being trendsetters and having strong brand awareness. Millennials also fall within the productive age group, have their income and can manage their consumption patterns (Central Bureau of Statistics, 2021). Thus, Millennials represent a large market segment for the cosmetics industry.

These findings have significant implications for the cosmetics industry in Indonesia, particularly in understanding and catering to the needs and preferences of the Millennial consumer segment. This study focuses on Millennials in Sumenep Regency as research respondents. It is because the Millennial population in Sumenep Regency is the second largest after Generation X, totaling 243,066 people or 21.4% of the population. Additionally, Sumenep Regency has a predominantly Muslim population of 1,133,366 people (Central Bureau of Statistics, 2022). A preliminary study conducted on 22 respondents residing in Sumenep Regency revealed that 95.5% of them consider halal-labeled cosmetic products necessary.

Based on the explanation presented, the cosmetics industry requires continuous research to gain insights for designing appropriate marketing strategies that attract consumer attention and trust. This research provides meaningful contributions to the cosmetics industry by formulating effective marketing strategies that utilize the halal label and brand image as crucial attractions. The halal label assures Muslim consumers that the product complies with Sharia principles, while a positive brand image enhances consumer trust and loyalty. Consequently, companies can enhance their competitiveness in local and international markets while meeting consumers' needs, especially Millennials, who represent a potential market segment that is increasingly selective in choosing cosmetic products.

2. Materials and Methods

This study employs an associative research design with a quantitative approach. Associative research determines the relationship between two or more variables, while a quantitative approach is based on positivist philosophy (Sugiyono, 2018). The data source is primary data collected through an online questionnaire via Google Forms, distributed online through WhatsApp and directly to respondents who meet the criteria. The variable measurement uses a Likert scale ranging from one to four. The interval scale comprises the responses strongly disagree (1), disagree (2), agree (3) and strongly agree (4). Respondents were required to answer 28 statements representing each indicator of the endogenous (purchase decision) and exogenous (perception of halal label and brand image) variables in this study. The data processing utilizes SEM-PLS analysis using SmartPLS 4.1.0.6 software. SEM is a multivariate analysis technique widely used by researchers to examine relationships among several complex variables to obtain a comprehensive view of the overall model (Ghozali, 2008). The PLS approach, in particular, is used to predict the dependent variable, usually involving many independent variables. This study connects existing theories with the data obtained, making the SEM-PLS method suitable and providing a comprehensive view of the research model.

The population in this study is the Millennial generation in Sumenep Regency in 2021, with data obtained from Central Bureau of Statistics (BPS) amounting to 243,066 people. The sampling technique used is non-probability with a purposive method, a thorough technique of selecting samples with specific considerations (Sugiyono, 2018). The criteria for this study include Millennials born between 1981 and 1996, residing in Sumenep Regency, being Muslim and having used cosmetics for at least three months. In this study, the sample size was adjusted according to the maximum likelihood estimation technique, with an estimation range of 100-500; thus, the minimum sample size used is 100 (Hair, Hult, Ringle, & Sarstedt, 2014). Consequently, 169 samples were used in this study.

In PLS testing, the analysis generally consists of two stages. First, the outer model (measurement model) determines how accurately several manifest variables explain a latent variable. This stage aims to obtain validity tests on the constructs and reliability tests on the instruments. Second, the inner model (structural model) obtains relationships between exogenous and endogenous variables within an SEM model (Musyaffi, Khairunnisa, & Respati, 2022).

3.   Results and Discussion

3.1. Descriptive Analysis

The descriptive characteristics of the 169 respondents in Sumenep Regency using frequency distribution are shown in Table 1.

Table 1. Respondent Characteristics

Characteristics	Frequency	Proportion (%)
Gender		
Male	72	42.6
Female	97	57.4
Age		
28–35	80	47.3
36–43	89	52.6
Residence		
Central (Sumenep City and Batuan)	42	24.8
North (Manding, Ambunten, Batuputih, and Dasuk)	28	16.7
South (Saronggi, Kalianget, Bluto, and Pragaan)	33	19.5
West (Lenteng, Guluk-Guluk, and Ganding)	23	13.7
East (Gapura, Batang-Batang, and Dungkek)	21	12.5
Islands (Talango, Sapeken, Arjasa, Gayam, and Giligenting)	22	13.1

Based on the respondents' characteristics data, most are female, comprising 57.4%. This is because women tend to pay more attention to their appearance, especially regarding cosmetics, than men (Chairina, Afandi, Adove, & Sularso, 2023). In this study, most respondents are 36–43 years old, accounting for 52.6%, categorizing them as late adults. Using cosmetics in late adulthood is often driven by the desire to address or conceal signs of aging on the face. Additionally, individuals in this age range are often actively engaged in careers or professions that require a professional and well-groomed appearance (Jannah, Kamsani, & Ariffin, 2021). Respondents aged 28–35 years accounted for 52.6%. This age range, categorized as early adulthood, is a period of establishing personal and economic independence, such as career development, partner selection and starting a family. Economic independence at this age encourages individuals to be more consumptive in spending their money. Many needs must be met at this stage, one of which is cosmetics to enhance their appearance (Annisa & Putra, 2019). Furthermore, most respondents in this study come from the central region of Sumenep Regency (Sumenep City and Batuan), comprising 24.8%. This is because the central region has the highest population in Sumenep Regency, according to BPS 2022 data.

3.2. Construct and Convergent Validity

Before hypothesis testing and discussion of the analysis results, data quality was first evaluated through validity and reliability tests using the outer model in PLS to determine the accuracy of the measurement instruments. Convergent validity relates to the principle to which measures of a construct should be highly correlated. This validity test is used to assess whether a questionnaire item is valid. An item is considered valid if the loading factor value is more significant than 0.70. It can also be assessed using the average variance extracted (AVE), where a value above 0.50 indicates validity (Chin & Dibbern, 2010). In addition to validity testing, model measurement also includes reliability testing of a construct. The reliability test is conducted to demonstrate the instrument's accuracy, consistency, and precision in measuring the construct. In PLS-SEM using SmartPLS, construct reliability with reflective indicators can be assessed using Cronbach's alpha and composite reliability (CR). For a construct to be considered reliable, Cronbach's alpha and CR values must exceed 0.70.

The data processing results, as presented in Table 2, are significant. They show that all loading factor values are more significant than 0.70, indicating the validity of the data. The AVE values for all variables exceed 0.50, with the halal label perception variable (X1) having an AVE of 0.685 > 0.50, the brand image perception variable (X2) having an AVE of 0.730 > 0.50 and the purchase decision variable (Y) having an AVE of 0.678 > 0.50. Therefore, all variables are considered valid.

The data processing results in Table 2 also show that Cronbach's alpha values for each variable exceed 0.70. The halal label perception variable (X1) has a value of 0.922 > 0.70, the brand image perception variable (X2) has a value of 0.938 > 0.70, and the purchase decision variable (Y) has a value

of 0.963 > 0.70, indicating that all variables are reliable.

Furthermore, the CR values are also greater than 0.70, confirming the reliability of all variables. The halal label perception variable (X1) has a CR value of 0.942 > 0.70, the brand image perception variable (X2) has a CR value of 0.950 > 0.70, and the purchase decision variable (Y) has a CR value of 0.967 > 0.70. Thus, all variables are deemed reliable.

Table 2. Measurement Model Assessment

Model constructs	Measurement items	Loadings	Cronbach's alpha	CR	AVE
Exogenous	X1.1	0.825	0.922	0.942	0.685
	X1.2	0.807			
	X1.3	0.886			
	X1.4	0.886			
	X1.5	0.907			
	X1.6	0.953			
	X1.7	0.886			
	X2.1	0.794	0.938	0.950	0.730
	X2.2	0.837			
	X2.3	0.847			
	X2.4	0.802			
	X2.5	0.844			
	X2.6	0.954			
	X2.7	0.892			
Endogenous	Y1	0.771	0.963	0.967	0.678
	Y2	0.780			
	Y3	0.837			
	Y4	0.855			
	Y5	0.850			
	Y6	0.857			
	Y7	0.863			
	Y8	0.873			
	Y9	0.848			
	Y10	0.735			
	Y11	0.709			
	Y12	0.870			
	Y13	0.804			
	Y14	0.856			

Criteria: Loading Factor > 0.70 (Chin & Dibbern, 2010), CR > 0.70 (Chin & Dibbern, 2010), AVE > 0.50 (Chin & Dibbern, 2010)

3.3. Structural Model Evaluation

Hypothesis testing was based on the inner model assessment results, including outputs such as the R-square, path coefficients and t-statistics. To determine whether a hypothesis is accepted or rejected, it is important to examine the path coefficients between constructs for significance and the t-statistic value. The strength of the path coefficients ranges between -1 and +1, where a value closer to +1 indicates a stronger relationship between the constructs. Conversely, a value closer to -1 suggests a negative relationship between the constructs (Sarstedt, Ringle, & Hair, 2017). These values can be observed from the bootstrapping results. The rules of thumb used in this study are a p-value > 0.05 and a t-statistic > 1.96 with a positive beta coefficient and a significance level of 0.05 (5%). The 5% significance level was chosen because it requires moderate precision, offering good accuracy without being overly stringent. It is appropriate given that the data pertain to social research and are based on field studies (Hair et al., 2014). This research, based on field studies, has practical implications in the field of social research and statistics. Below are the results from the path coefficient output.

Table 3. Output Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (|O/STDEV|)	P-values
Perception of halal labels → Purchasing decisions	0.285	0.290	0.067	6.118	0.000
Perception of brand image → Purchasing decisions	0.333	0.336	0.058	8.239	0.000

The next step in assessing the inner or structural model is evaluating the R-square value for the endogenous variables. These endogenous variables are part of the endogenous construct, which is a variable that is influenced by other variables within the model. The R-square value represents the coefficient of determination for an endogenous construct and explains the variance of the exogenous variables on their respective endogenous variables. The strength of this variation is categorized into several criteria: an R-square of 0.67 indicates strong variation, 0.33 indicates moderate variation, and 0.19 indicates weak variation (Musyaffi et al., 2022).

Table 4. R-Square

Variable	R-square	R-square adjusted
Purchasing decisions	0.591	0.586

The R-square test results obtained in this study, as shown in Table 4, indicate a value of 0.586. It indicates that a substantial 58.6% of the variation in cosmetic purchasing decisions is directly affected by perceptions of the halal label and brand image. This underscores the profound impact these factors have on consumer behavior. In comparison, the remaining 41.4% is influenced by other variables not examined in this study. The variation strength in this study falls within the moderate category.

3.4. The Influence of Halal Label Perception on Cosmetic Purchasing Decisions Among Millennials
In Table 3, the variable perception of halal labels → purchasing decisions shows a t-statistic value of 6.118, which is more significant than the critical value of 1.96, and a p-value of 0.000, which is less than the standard significance level of 0.05. These values indicate a strong statistical relationship between the perception of halal labels and purchasing decisions. The path coefficient output in Table 3 further confirms this, showing a significant positive effect of the perception of halal labels on purchasing decisions. The original sample in this study shows that the perception or view of Millennials toward halal labels can increase cosmetic purchasing decisions by 28.5%.

Cosmetic products interact through skin contact and can directly impact health. Therefore, cosmetics must be safe and not harmful to the skin or user. The chosen cosmetics must be genuinely safe to use and not contain ingredients prohibited by Islamic law. The presence of a halal label on cosmetics ensures the product does not contain ingredients forbidden by Islam, which often include substances that may pose health risks, such as mercury, which can trigger cancer in users (Lesnida, 2021). The halal label on cosmetics is also a guarantee provided by the Halal Inspection Agency (LPH), ensuring a cosmetic product has passed the halal testing following Islamic law. According to Islamic law, this means the product is halal in its substance, acquisition, processing, storage, transportation and presentation.

Halal-labeled cosmetics are marked by a halal certificate from the Halal Product Assurance Organizing Body (BPJPH), which is expressly granted for products that have been verified as halal according to the decisions of the Indonesian Ulema Council (MUI) halal fatwa session. This is regulated by Law Number 33 of 2014 concerning Halal Product Assurance. The law explains that three institutions are involved in the halal certification: BPJPH, LPH and MUI. BPJPH collaborates with ministries or agencies to carry out its duties, and LPH and MUI are the fatwa providers. The LPH plays a crucial role in assisting BPJPH in product testing and ensuring that products meet the necessary halal standards. The MUI Fatwa Commission determines the halal fatwa, and BPJPH issues the halal certificate. The MUI halal fatwa session involves experts and representatives from ministries, related institutions and agencies. Apart from the institutional aspect, the halal label on cosmetics is particularly important for Muslims as it fulfills religious security requirements. For non-Muslim consumers and the industry in general, it guarantees quality, safety and health when using a cosmetic product (Ummah, 2021).

According to Kotler and Keller (2010), purchasing decisions are influenced by several indicators, such as confidence in a product, recommending the product to others and repeat purchases. Confidence in a product is a decision consumer make after considering various information that supports the

decision-making process. When making a purchase, consumers choose one of several alternatives. The available choices are based on quality and other factors and provide confidence to the consumer to buy the needed product. Good product quality builds consumer enthusiasm and supports consumer satisfaction (Lianardi & Chandra, 2019). Another factor that can provide confidence to consumers is their religious adherence and belief. For a Muslim, using halal and good cosmetics is necessary to express obedience to Allah's commands, as stated in Surah Al-Baqarah verse 168, where halal and suitable (*tayyib*) are absolute requirements that Muslim consumers must meet.

A halal label on cosmetics not only provides consumers with peace of mind but also significantly influences their purchasing decisions. According to Masitoh (2022), word-of-mouth recommendations often influence consumer purchasing decisions, mainly when a product has provided a positive experience or has added value, such as adherence to religious principles. When consumers are satisfied with the cosmetic products they purchase, there is a high likelihood that they will make repeat purchases. Including a halal label on cosmetic products can eliminate consumer doubts, provide comfort and align with their desires or expectations, leading to repeat purchases (Anisa, 2021).

The results of this study are consistent with previous research conducted by Suryowati and Nurhasanah (2020) and Aeni and Lestari (2021), which found that the halal label significantly affects cosmetic purchasing decisions. This influence indicates that a halal label on product packaging can further convince the public to purchase the product. Consumers perceive that the production process of halal-labeled cosmetics is conducted by Islamic law, using raw materials that meet halal standards and that the product's effects are not harmful. This perception influences consumers' decisions to choose, organize and consider the products they will use, ultimately affecting their purchasing decisions.

This finding aligns with Islamic consumption ethics, which always refer to the principle of *halalan thayyiban*. It means prioritizing the halalness of a product, where Muslim consumers tend to choose products that provide benefits (*maslahah*) (El-Farobie, Muharir, & Setiawan, 2021). The decision-making process for purchasing halal-labeled cosmetics, particularly among Millennials, is also driven by a high level of halal awareness within this generation (Fauziah et al., 2021).

3.5. The Influence of Brand Image Perception on Cosmetic Purchasing Decisions Among Millennials
In Table 3, the variable perception of brand image → purchasing decisions shows a t-statistic value of 8.239, more significant than 1.96, a p-value of 0.000, less than 0.05, and an original sample value of 0.333. Based on the path coefficient output in Table 3, brand image perception has a significant positive effect on purchasing decisions. The original sample in this study shows that the perception or view of Millennials towards a positive brand image can increase cosmetic purchasing decisions by 33.3%.

The superiority of a cosmetic product's brand can lead consumers to believe the attributes and benefits offered will satisfy their needs and desires, creating a positive brand perception. Purnapardi and Indarwati (2022) state that consumers choose products from well-known and reputable brands to reduce risks. Additionally, a brand must be unique and attractive so the product has distinctive characteristics that are difficult for competitors to replicate. The uniqueness of a product leaves a lasting impression on customers' memories. This uniqueness can be reflected in the name, packaging or scent Ginting and Setiawan (2018). The high popularity of a cosmetic product indicates it has been well-received in the market and has established a positive reputation, such as being proven safe. Hadi et al. (2022) state that consumers are inclined to choose products proven to be high quality, safe and highly popular.

Purchasing decisions are shaped by various factors, including product confidence, recommendations to others, and repeat purchases. Consumers develop confidence in a product after evaluating different information that influences their decision-making process. The available options are based on quality and other aspects that inspire trust in the product. High product quality can enhance consumer interest and contribute to overall satisfaction. Other factors, such as a positive brand image, can influence consumer trust in a cosmetic product, ultimately leading to a purchasing decision (Izzati, 2019). When consumers trust a brand, many people will likely favor the product. A positive brand image increases an individual's confidence when purchasing a product.

Furthermore, individuals tend to recommend cosmetic products with a good brand image and receive recommendations from others. Recommending a product to others involves sharing positive information to encourage others to purchase (Lianardi & Chandra, 2019). This positive information creates a positive image in the public's minds. With a strong positive image, consumers are influenced to continue purchasing and bring in new customers to try the product (Kurniawati, 2020). Repeat purchases are made after consumers feel comfortable with the product received (Lianardi & Chandra, 2019). A good brand image can encourage consumers to make repeat purchases based on compatibility or trust in the brand's good image, which is widely recognized by consumers (Hadi et al., 2022).

The results of this study are consistent with previous research conducted by Suryowati and Nurhasanah (2020) and Aeni and Lestari (2021), which found that brand image has a significant effect on cosmetic purchasing decisions. Brand image is defined as consumer perceptions and preferences toward a brand, reflected in the brand associations embedded in consumer memory. Brand image encompasses knowledge and beliefs about brand attributes (cognitive aspect), the consequences of using the brand, the appropriate usage situations, as well as the evaluations, feelings and emotions associated with the brand (affective aspect) (Firmansyah, 2019). Consumers with a positive perception of a brand are more likely to purchase. In other words, a good brand image makes it easier for consumers to purchase a product.

A strong and positive image is crucial. With a strong and positive image, it is easier for a company to attract new customers and retain existing ones. Creating an appropriate brand image for a product is beneficial for consumers, as the brand image influences consumers' evaluation of the brand alternatives they face (Rudianto & Ardiansah, 2023). Research conducted by Sitompul (2021) found that cosmetic purchasing decisions among Millennial Muslims are influenced, in part, by brands that are already familiar in their daily lives.

4. Conclusion

The research findings revealed that the perception of halal labels has a significant positive relationship with purchasing decisions for cosmetics among Millennials. This is because halal labels on cosmetic products are a critical consideration for Millennial consumers. Additionally, a significant positive relationship was found between brand image perception and purchasing decisions for cosmetics. This is because consumers are inclined to choose products proven to be high quality, safe and popular. The practical implications of this research for the cosmetics industry are clear: it should enhance its understanding of the factors influencing purchasing decisions and empower companies to make informed decisions. Moreover, it is recommended that companies maintain halal labels on their products and focus on fostering a positive brand image, as both can significantly impact purchasing decisions.

CRediT Authorship Contribution Statement

Diah Ayu Nicotiana: Writing – Original Draft, Methodology, Review, Formal Analysis, Writing – Editing. **Abdul Hakim:** Writing – Original Draft, Methodology, Writing – Editing & Review. **Hajar Sugihantoro:** Methodology, Editing, Formal Analysis, Writing – Review. **Novia Maulina:** Writing – Review. **Achmad Nasichuddin:** Writing – Review. **Abdul Malik Setiawan:** Writing – Review.

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